

Website and Digital Shop Privacy Policy

Last updated 20 September 2026

This policy explains how personal information is collected and used through saragoode.com, the online shop, website enquiries and email marketing.

Business detail	Information
Data controller	Sara-Louise Goode, trading as Sara Goode Coaching & Consulting
Address	Fron Lwyd Bungalow, Nantyr, Wrexham LL20 7DB, United Kingdom
Email	sara@saragoode.com
Website	https://saragoode.com

1 Who we are and what this policy covers

Sara-Louise Goode, trading as Sara Goode Coaching & Consulting, is the data controller for the personal information described in this policy. This means I decide why and how that information is used.

This policy covers personal information collected when you visit saragoode.com, contact me through the website, create or use a shop account, buy or download a digital product, request support, or choose to receive marketing emails.

Coaching, mentoring, training, consultancy and programmes are governed by separate agreements and may require additional privacy information at the point those services are arranged. This policy still applies to the initial website enquiry and any shop transaction.

2 Personal information I collect

Depending on how you use the website and shop, I may collect:

- identity and contact information, such as your name, email address, telephone number and billing address;
- order and transaction information, including the products purchased, price, discounts, payment status, order number and download activity;
- account information, such as your username, account preferences and order history, if an account is created;
- enquiry and correspondence information, including the content of messages, customer-support requests, complaints and responses;
- marketing information, including whether you opted in, your preferences, email engagement and unsubscribe record;
- technical and usage information, such as IP address, browser and device information, security logs, pages visited and cookie choices; and
- information needed to prevent fraud, protect the website, comply with legal duties or establish and defend legal claims.

Payment card details are entered into the payment provider's secure service. I do not receive or store your complete card number or card security code.

3 Sensitive information and wellbeing enquiries

The general website contact form is not designed for detailed medical, mental-health or other sensitive information. Please provide only what is reasonably necessary for an initial enquiry and do not include clinical records or extensive personal histories.

If you choose to include health, wellbeing or other special-category information, I will limit its use to dealing with your enquiry and deciding what next step is appropriate. Where ongoing use is needed, I will identify an appropriate condition under data protection law, such as your explicit consent, or another condition that applies to safeguarding, vital interests or legal claims. Information that is not needed will be securely deleted.

If a message indicates an immediate risk of serious harm, information may be shared with emergency services, safeguarding authorities or another appropriate person where this is necessary and lawful.

4 How I obtain information

Most information comes directly from you when you complete a form, place an order, create an account, subscribe, email me or ask for support. Technical information may be collected automatically by the website, hosting service, security tools and cookies.

I may also receive transaction or account information from payment providers and ecommerce services, and information from a parent, guardian or authorised representative making an enquiry or purchase for someone else.

5 Why I use personal information and my lawful bases

Purpose	Information commonly used	Lawful basis
Respond to enquiries and provide requested information	Contact details and message content	Legitimate interests in responding to enquiries and operating the business
Process orders, deliver downloads, manage accounts and provide support	Identity, contact, account, order and transaction data	Performance of a contract or steps requested before a contract
Process payments and manage fraud or payment disputes	Order, transaction and limited payment information	Contract, legal obligation and legitimate interests in preventing fraud and protecting the business
Keep tax, accounting and transaction records	Identity, order, invoice and transaction data	Legal obligation
Send optional marketing emails	Name, email, preferences and engagement	Consent; you can withdraw it at any time
Operate, secure and improve the website	Technical, usage, security and cookie information	Legitimate interests for essential administration and security; consent for optional cookies where required

Purpose	Information commonly used	Lawful basis
Handle complaints, rights requests and legal matters	Relevant account, transaction, correspondence and identity data	Legal obligation and legitimate interests in resolving disputes and establishing or defending legal claims

Where I rely on legitimate interests, I consider whether the use is necessary, proportionate and reasonably expected, and balance those interests against your rights and interests.

6 Information required from you

Information marked as required at checkout is needed to process the order, meet legal requirements and deliver the product. If you do not provide it, I may be unable to accept or fulfil the order. Marketing choices and optional form fields are not required to make a purchase.

7 Email marketing

Marketing emails are optional and separate from purchasing a product or making an enquiry. If you tick the marketing opt-in box or subscribe through another sign-up form, your name, email address, consent record and email engagement information may be processed through Kit, the email-marketing provider.

You can withdraw consent at any time by using the unsubscribe link in an email or contacting me. Unsubscribing does not affect essential service messages about an order, account, download, security matter or customer-support request.

8 Cookies and similar technologies

The website uses cookies and similar technologies that are necessary for functions such as security, the shopping basket, checkout, payments, account access and remembering cookie choices.

Optional analytics or marketing technologies will be used only where they are identified through the cookie information and your consent has been obtained where required. Because the current tracking configuration still needs to be verified, the separate Cookie Policy and cookie banner should be treated as the definitive list of cookies in use once the audit is complete.

You can change or withdraw optional cookie choices through the cookie settings control. Blocking necessary cookies in your browser may prevent parts of the shop from working correctly.

9 Who receives personal information

I share personal information only where it is reasonably necessary for the purposes described in this policy. Recipients may include:

- website hosting, security and technical-support providers, including Hostinger and services supporting the WordPress and WooCommerce website;
- payment and digital-wallet providers selected at checkout, including Stripe, Klarna, Apple Pay and Google Pay where available;
- Kit, which manages email subscriptions and marketing communications;
- Microsoft and other business email, document-storage or administration providers used to communicate and keep business records;
- professional advisers such as accountants, legal advisers, insurers and data-protection advisers; and
- HM Revenue & Customs, courts, regulators, law-enforcement bodies, safeguarding authorities or emergency services where disclosure is required or permitted by law.

These organisations may act as processors on my instructions or as separate controllers responsible for their own use of information. Payment providers' own privacy information applies when you use their services. I do not sell personal information.

10 International transfers

Some technology providers operate internationally, so personal information may be accessed or stored outside the United Kingdom. Where a restricted transfer takes place, I use an available legal safeguard, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved contractual clauses, or another lawful transfer mechanism. You can contact me for further information about the safeguard relevant to your information.

11 How long information is kept

I keep personal information only for as long as it is reasonably needed for the purpose collected, including legal, tax, accounting, security and dispute-resolution requirements. The usual periods are:

Information	Usual retention period
Orders, invoices, payments and related customer correspondence	Six years after the end of the relevant financial year or longer if a legal dispute requires it
Shop account information	While the account remains open and normally up to two years after closure, except transaction records kept for the longer period above
General enquiries that do not become a client or customer matter	Normally up to 12 months after the last meaningful contact
Marketing subscription and engagement information	Until consent is withdrawn or the record is no longer needed; a minimal suppression record may be retained to respect an unsubscribe request
Cookie and consent records	For the period stated in the Cookie Policy or as reasonably needed to demonstrate and respect your choices
Security and technical logs	Normally up to 12 months, unless needed for investigation, security or a legal claim
Complaints and rights requests	Normally six years after closure where needed to evidence the response and manage legal risk

Information may be deleted earlier where it is no longer needed, or kept longer where required by law, a regulator, safeguarding needs or an actual or anticipated legal claim.

12 Security

I use reasonable technical and organisational measures appropriate to the nature of the information, including access controls, secure accounts, updates, backups and reputable service providers. No internet service can be guaranteed completely secure, but suspected incidents are assessed and handled in accordance with applicable data-protection duties.

13 Children and young people

The online shop is intended for adults. A parent or legal guardian should place an order for a person under 18. The website is not intended to invite a child to provide unnecessary personal or sensitive information directly through general forms.

An enquiry about coaching or mentoring for a young person may contain information about that young person. I aim to collect only what is necessary at the enquiry stage, explain the use of information in age-appropriate language where relevant, and involve the parent or guardian as appropriate. Any later coaching relationship is subject to separate agreements, privacy information and safeguarding arrangements.

14 Your data-protection rights

Depending on the circumstances and lawful basis, you may have the right to:

- ask for access to your personal information and a copy of it;
- ask for inaccurate or incomplete information to be corrected;
- ask for information to be erased in certain circumstances;
- ask for use of information to be restricted in certain circumstances;
- receive certain information in a portable format or ask for it to be transferred;
- withdraw consent at any time where processing relies on consent; and
- complain about how your personal information has been handled.

Your right to object. You may object at any time to direct marketing. You may also object to processing based on legitimate interests, although I may continue where there are compelling legitimate grounds or the information is needed for legal claims.

There is normally no fee for exercising a right. I may need to verify your identity and ask for information needed to understand the request. I will respond within the period required by law. No decisions with legal or similarly significant effects are made about you solely by automated means through the website or shop.

15 How to make a data-protection complaint

Please send a data-protection complaint to sara@saragoode.com with your name, contact details, a description of the concern, relevant dates or order information, and the outcome you are seeking. You may complain on behalf of someone else if you provide appropriate authority.

I will acknowledge receipt within 30 days, take appropriate steps to investigate without undue delay, keep you reasonably informed of progress and explain the outcome. A rights request, such as a request for a copy of your information, may have a separate legal response period even if it is raised at the same time as a complaint.

I ask that you raise the concern with me first so I have an opportunity to investigate and resolve it. You also have the right to complain to the Information Commissioner's Office. You can contact the ICO through ico.org.uk, telephone 0303 123 1113, or write to Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

16 Third-party websites

The website may contain links to websites or services operated by other organisations. Their privacy notices apply to their collection and use of information. I am not responsible for third-party websites that I do not control.

17 Changes to this policy

I may update this policy when the website, shop, service providers or law changes. The latest version and update date will be published on the website. Material changes will be brought to your attention where reasonably appropriate.

18 Contact details

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